# Is Your HubSpot Instance Wholesome?

Marketers! **Are you making the most of HubSpot? Are you certain of its stability?** HubSpot is an efficient, powerful, and a best-in-the-business platform. However, a marketer's mind never stops wondering and if you're wondering whether you're making the most of it, it may be time for a **HubSpot Health Audit.**

What is a HubSpot Health Audit?

It is a diagnostic engagement, that after plenty of implementations, covers your entire HubSpot platform, providing you with a detailed usage report and a set of absolutely specific, prioritized recommendations to optimize the results that HubSpot is capable of delivering.
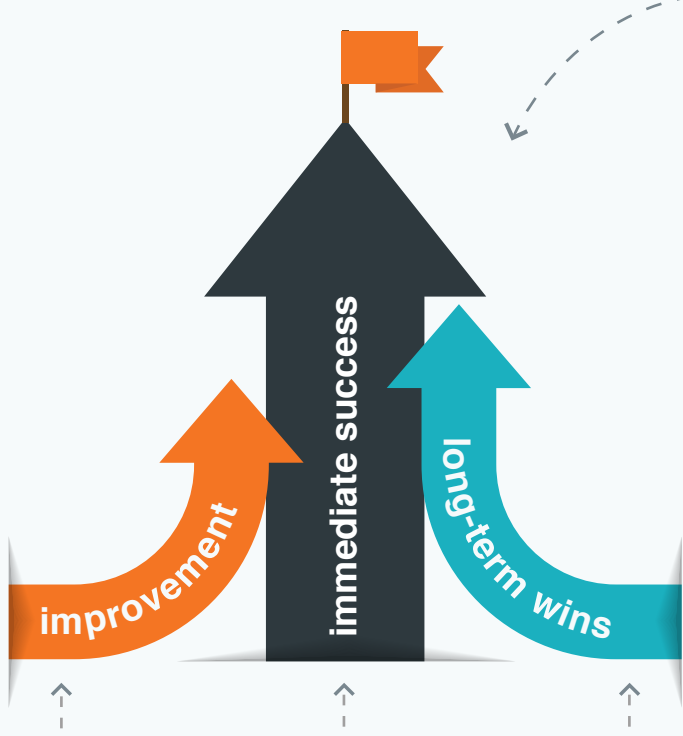
Why do you need a HubSpot Health Audit?

A health audit gives you an overview of the observations of your platform and a comprehensive documentation of HubSpot in its ideal versus current state. With this, you'd get a clear understanding of the gap areas or issues, recommendations for

improvement
immediate success
long-term wins

What are the HubSpot Health Audit components?

Tactical Use of HubSpot Functionality
In this component, HubSpot's technical set-up is reviewed (Account Default Settings and Domains & URLs). This section ensures that you're GDPR compliant. The recommendations based on the observations of this component would ensure that your primary, secondary, and email sending (DKIM) domains are connected properly, which would further lead to improved email deliverability.

Website and HubSpot Integration
In this part of the audit, we monitor the flow of the information available on the website as a visitor, the condition of embedded links, and the various touch points. We also check if the tracking code is installed correctly so as to capture the contact activities on the website for seamless tracking.

Website
This component constitutes of optimization of forms, pre-fill and progressive profiling, website tracking, and the overall look and feel of the website. The recommendations based on the observations of these would increase your inbound lead collection, decrease your cost per lead (CPL), and increase your lead quality.

Account Organization
This component of the audit covers assets like templates, emails, pages, forms, that are created to build engagement with the audience. You also receive reports on your top performing assets (landing pages, CTAs, etc).

Account Metrics
This component of the audit would give you a clearer picture of your database at the end of which your mailable contacts would be separated from the bad data, helping you determine which leads to nurture.

HubSpot Connectors
Connectors allow HubSpot accounts to sync with third-party applications such as a CRM system or Google AdWords. This section is to ensure that all applications are seamlessly integrated.

Marketing Assets
This section of the audit covers all the workflows and campaigns. This would determine which workflows need a clean-up, need to be deleted, or need to be rectified. Through this, you'd end up with the most smoothly functioning workflows with the most active contacts that are worth nurturing.

Lead Qualification
This part of the audit would determine if the rules for positive and negative scoring have been set-up correctly in the HubSpot instance. By receiving recommendations on lead qualification, you'd end up with reduced data cost and ineffective processing time, increased efficiency of marketing efforts, reduced possible subscription costs, and boosted performance.

So, don't procrastinate, **identify** the gaps in your current **HubSpot Implementation,** get recommendations to **improve performance** and **ROI,** and become a **'HubSpot Rockstar'** in your organization!

Is Your HubSpot instance the healthiest ever?

Get a Free HubSpot Audit Now!